

ANNUAL CONFERENCE

20 - 22 JUNE 2024

BRISBANE CONVENTION & EXHIBITION CENTRE



SPONSORSHIP PROSPECTUS

INTRODUCTION

On behalf of the Rural Doctors Association of Queensland, I am excited to announce that planning is well underway for our 2024 conference to be held in Brisbane from June 20 – 22, 2024.

Held every year since 1989, the RDAQ conference attracts delegates from remote, rural and regional Queensland and from a wide range of medical and healthcare, educational and government backgrounds.

Our Sponsorship Prospectus offers a wide range of packages to suit your budget and business needs. You can select to participate in our trade exhibit, highlight your services during plenary addresses or evening functions, build recognition through a range of branding opportunities and so much more.

I invite you to be part of RDAQ 2024. Join us for this exciting opportunity to showcase your products and services and engage with our friendly delegates.

I am really looking forward to seeing you in Meanjin | Brisbane!

Dr Alex Dunn
RDAQ President



Dr Alex Dunn
RDAQ President



ABOUT THE CONFERENCE

BE A PART OF RURAL DOCTORS ASSOCIATION OF QUEENSLAND'S ANNUAL CONFERENCE.

RDAQ 2024 will be held at the Brisbane Convention & Exhibition Centre from 20 – 22 June 2024.

The conference will be a unique forum for exchanging ideas and developing new skills. It will run over two and a half days and offer an additional day of pre-conference workshops.

Our conference attracts a high calibre of delegates from a diverse range of professions, organisations and institutions related to and servicing rural and remote medicine.

REACH YOUR DIRECT TARGET MARKET

Sponsorship Opportunities

Don't miss your opportunity to showcase your company's commitment to rural health.

We offer a range of opportunities for you to get involved:



MAJOR PACKAGES



SESSION SPONSORSHIP



NETWORKING SPONSORSHIP



TRADE EXHIBITION



CONFERENCE ADVERTISING



AND MORE!



ABOUT RDAQ

Rural Doctors Association of Queensland is Queensland's leading voice for rural doctors and the communities they serve.

RDAQ is a not-for-profit organisation committed to:

- Improve access to health care for rural and remote Queensland communities.
- Promote rural practice to medical students and practitioners.
- Deliver skills and education to support rural practice.
- Foster networks and connection between rural doctors.
- Advocate for rural doctors and support their well-being

For more information on RDAQ visit conference.rdaq.com.au

CONTACT US TODAY

RDAQ is happy to tailor a package to meet your business needs and budget. If you have a unique idea or concept to enhance your participation at RDAQ 2024, please contact the Conference Manager:

Vaidah Chomuzinda
RDAQ 2024 Conference Manager

Phone: 07 3105 7838

Email: conference@rdaq.com.au

Website: conference.rdaq.com.au

WHY ATTEND?



80%

of delegates reported postal addresses in MM 2 - 7 locations



93%

of delegates highly rated networking events and activities.



57%

of delegates, heard about the conference through previous RDAQ conference attendance



98%

of delegates reported learning objectives were 'entirely or partially met'



33%

of delegates attended RDAQ conference for the first time

"Interactive conference app was great."

Conference Delegate

"I found the content at this conference to be excellent."

Conference Delegate



UP TO **15 hours**
CPD Points



230+
Delegates



2.5 Day
Conference



40+
Exhibitors

MAJOR PACKAGES

PLATINUM SPONSOR • \$28,995 Inc. GST • 1 available

PREMIUM INCLUSIONS:

- Two trade booth packages
- Four trade exhibitor passes including day catering for the duration of the conference
- Barista coffee cart
- Branded coffee cup (500 in total)
- Opportunity to sponsor a concurrent session of choice
- Five minute presentation during conference opening
- Welcome message featured in conference handbook
- Logo on the President's welcome page and sponsors page in conference handbook
- Logo on all conference e-newsletters
- Logo on conference satchel
- Three satchel inserts
- Three full-time conference registrations
- Three additional conference gala tickets
- Opportunity for a company representative to present an award at the gala dinner
- Half page advert in conference newsletter
- Opportunity to display banner in plenary room, all networking functions and registration desk
- Four social media posts before, during or after conference (subject to available dates)
- Four sponsored push notifications to be sent to all delegates via the conference app between 17 – 23 June 2024

GOLD SPONSOR • \$22,995 Inc. GST

SOLD

PREMIUM INCLUSIONS:

- Two trade booth packages
- Four trade exhibitor passes including day catering for the duration of the conference
- Five minute presentation during a selected plenary session – excluding welcome plenary
- Logo on conference satchel
- Two full-time conference registrations
- Two additional conference gala tickets
- 1/4 page advert in e-newsletter
- Opportunity to display banner in plenary room and registration desk
- Three social media posts before, during or after conference (subject to available dates)
- Three sponsored push notifications to be sent to all delegates via the conference app between 17 – 23 June 2024



“Ongoing opportunity to gain a cross section of ideas and input from colleagues, both junior and senior.”

CONFERENCE DELEGATE

SILVER SPONSOR • \$14,010 Inc. GST • 3 available

PREMIUM INCLUSIONS:

- One trade booth package
- Two trade exhibitor passes including day catering for the duration of the conference
- Five minute presentation during a selected concurrent session
- An advert in the EDM eblast
- Opportunity to display banner in the general trade exhibition space
- One full-time conference registration
- One additional conference gala ticket
- Two social media post before, during or after (subject to available dates)
- Two sponsored push notifications to be sent to all delegates via the conference app between 17 – 23 June 2024

STANDARD INCLUSIONS:

- Logo and acknowledgement of sponsorship featured in all conference material produced. (Booking deadlines apply)
- Logo on all generic conference slides and thank you slides
- Logo on sponsor page of the conference website and mobile app with a link to the company's website
- Verbal recognition during conference and the conference gala dinner and awards
- Delegate list (subject to privacy laws)

SESSION SPONSORSHIP

WELCOME PLENARY SPONSOR • \$6,510 Inc. GST • 1 available

KEY INCLUSIONS:

- Five minute presentation and introduction of key plenary speaker during welcome plenary session
- One full-time conference registration
- Logo featured on all conference e-newsletters regarding the key plenary session
- Logo on conference program for selected welcome plenary session
- Corporate banner displayed during the selected welcome plenary session
- Opportunity to provide promotional material to delegates during selected welcome plenary session
- One sponsored push notification to be sent to all delegates via the conference app between 17 – 23 June 2024

PLENARY SPONSOR • \$5,800 Inc. GST • 4 available

KEY INCLUSIONS:

- Five minute presentation and introduction of key plenary speaker during key plenary session
- One full-time conference registration
- Logo featured on all conference e-newsletters regarding selected plenary session
- Logo on conference program for selected session
- Corporate banner displayed during the selected plenary session
- Opportunity to provide promotional material to delegates during selected plenary session
- One sponsored push notification to be sent to all delegates via the conference app between 17 – 23 June 2024



SESSION SPONSOR • \$3,200 Inc. GST • Up to 12 available

KEY INCLUSIONS:

- Three minute presentation during a selected concurrent session
- Logo on conference program for selected concurrent session
- Corporate banner displayed during the selected concurrent session
- Opportunity to provide promotional material to delegates during selected concurrent session
- One sponsored push notification to be sent to all delegates via the conference app between 17 – 23 June 2024

STANDARD INCLUSIONS:

- Logo and acknowledgement of sponsorship featured in all conference material produced. (Booking deadlines apply)
- Logo on all generic conference slides and thank you slides
- Logo on sponsor page of the conference website and mobile app with a link to the company's website
- Verbal recognition during conference and the conference gala dinner and awards
- Delegate list (subject to privacy laws)

CONFERENCE ADVERTISING

E-BLAST • \$400 Inc. GST • 12 available

- Targeting advertising to our delegates and marketing list via our conference e-news
- Size and content should be no bigger than ¼ A4 page. In addition to this we will advertise your logo with a hyperlink to your company website
- You may pick a date according to the e-news schedule.

DIGITAL BANNERS \$1,100 Inc. GST • *Strictly limited*

Banner ads are rectangular images or text ads that occupy one spot with the mobile app layout. They stay on screen while users are interacting with the app and can refresh automatically.

MOBILE ALERTS \$400 Inc. GST • *Strictly limited*

Mobile alerts or push notifications are messages that are sent to the home screen of attendees' mobile device and looks like a text message. These are a great way to get timely information to attendees and can be used to drive traffic to your booth!

STANDARD INCLUSIONS:

- Logo and acknowledgement of sponsorship featured in all conference material produced. (Booking deadlines apply)
- Logo on all generic conference slides and thank you slides
- Logo on sponsor page of the conference website and mobile app with a link to the company's website
- Verbal recognition during conference and the conference gala dinner and awards
- Delegate list (subject to privacy laws)



“The conference was exceptionally well run and really great to be part of. The focus on students was brilliant and the content of the presentations equally so. Really well done.”

TRADE EXHIBITOR

NETWORKING SPONSORSHIP

AWARDS NIGHT SPONSOR • \$12,200 Inc. GST

SOLD

PREMIUM INCLUSIONS:

- Five minute presentation during conference gala dinner
- Five complimentary conference gala dinner and awards tickets. Sponsor can invite up to 5 additional registered delegates to join table.
- Opportunity for a company representative to present two awards
- Logo on gala dinner and awards ticket
- Corporate banner display during the conference gala dinner and awards
- One networking exhibit
- One trade exhibitor pass including day catering for the duration of the conference
- Logo on all conference e-newsletters regarding the gala dinner and awards
- Logo on conference program for selected session and/or function
- Logo on conference gala dinner slides

CATERING SPONSOR (Sat) • \$1,995 Inc. GST • 1 REMAINING

PREMIUM INCLUSIONS:

- Spotlight promotional activity during sponsorship catering session
- A4 signage on each catering table
- Branded napkins
- One social media post before, during or after conference (subject to available dates)
- Corporate banner display during the sponsored lunch (Sat)
- Opportunity to provide promotional material or static display during catering breaks (Sat)
- Logo on conference program for selected day catering
- 30 second video to be played prior to morning tea (Sat)



"This is an excellent conference, and it allows us to connect with strategic community"

TRADE EXHIBITOR

WELCOME RECEPTION • \$10,445 Inc. GST

SOLD

The Welcome Reception is held following the Opening Plenary and is attended by conference delegates, spouses and invited VIP guests.

PREMIUM INCLUSIONS:

- One trade booth package
- Two trade exhibitor passes including day catering for the duration of the conference
- Three minute presentation at the end of the Welcome Plenary
- Branded napkins for welcome reception
- Logo on a conference program
- Opportunity to display banner at the sponsored event
- Two full-time conference registration
- Two guest tickets to the welcome reception
- One social media post before, during or after conference (subject to available dates)
- One sponsored push notification to be sent to all delegates via the conference app prior to conference opening

STANDARD INCLUSIONS:

- Logo and acknowledgement of sponsorship featured in all conference material produced. (Booking deadlines apply)
- Logo on all generic conference slides and thank you slides
- Logo on sponsor page of the conference website and mobile app with a link to the company's website
- Verbal recognition during conference and the conference gala dinner and awards
- Delegate list (subject to privacy laws)

EXHIBITION OPTIONS

RDAQ trade exhibition will be located on Boulevard Auditorium Foyer. Catering will be served from Friday to the close of afternoon tea on Saturday in the trade exhibition.

All exhibitors will be invited to our welcome reception on Thursday evening. This is the perfect opportunity for sponsors to mingle with delegates in an informal setting.

TRADE BOOTH • \$4,880 Inc. GST

PREMIUM INCLUSIONS:

- One booth space
- Two trade exhibitor passes including day catering for the duration of the conference
- Two tickets to the welcome reception
- Booth fascia signage
- Furniture package

NETWORKING EXHIBIT \$2,465 Inc. GST

PREMIUM INCLUSIONS:

- One networking exhibit space
- One trade exhibitor pass including day catering for the duration of the conference
- One ticket to the welcome reception
- Networking exhibit fascia signage
- Furniture package

STANDARD INCLUSIONS:

- Logo and acknowledgement of sponsorship featured in all conference material produced. (Booking deadlines apply)
- Logo on all generic conference slides and thank you slides
- Logo on sponsor page of the conference website and mobile app with a link to the company's website
- Verbal recognition during conference and the conference gala dinner and awards
- Delegate list (subject to privacy laws)

TRADE OPENING HOURS

Friday:	7:45am – 4:45pm	Bump-in:	Thursday 1pm – 3pm
Saturday:	7:50am – 3:45pm	Bump-out:	Saturday 3:45pm – 5pm

*Seated breakfast is from 7:45am, official trade break (morning tea) starts at 10.30am.



TRADE BOOTH - 2m X 2.5m White Booth

INCLUDED IN YOUR BOOTH:

SIZE	2.5m wide x 2m deep x 2.5m high
WALLS	Booth walls are covered in white melamine. Compatible with tape, blu-tack, stickers, etc.
FASCIA	A fascia is provided for all open sides of the booth.
SIGNAGE	One sign is provided for the fascia panel on each booth. This sign is a standard, black textstyle, limited to 30 characters. Logos and corporate fonts are available for an additional charge - contact EDS for a quote.
LIGHTING	2 x LED arm lights will be installed onto the back wall of each booth.
POWER	A 4amp power supply is included in the booth package. Upgrades are available for an additional charge - contact EDS for a quote.

NETWORKING EXHIBIT - 3 Panel Hex Booth

INCLUDED IN YOUR BOOTH:



SIZE	2m wide x 1.5m deep x 2.5m high (middle panel is 1m wide, side panels 66cm each)
WALLS	Booth walls are covered in white melamine. Compatible with tape, blu-tack, stickers, etc.
FASCIA	A fascia is provided for all open sides of the booth.
SIGNAGE	One sign is provided for the fascia panel on each booth. This sign is a standard, black textstyle, limited to 14 characters. Logos and corporate fonts are available for an additional charge - contact EDS for a quote.
LIGHTING	1 x LED arm light will be installed onto the back wall of each booth.
POWER	A 4amp power supply is included in the booth package. Upgrades are available for an additional charge - contact EDS for a quote.

ADDITIONAL TRADE EXHIBITOR PASSES

\$99 per rep (Thursday) • \$140 per rep (Friday) • \$140 per rep (Saturday)

Additional trade exhibitor passes can be purchased on a daily basis. A maximum of one additional rep pass per booth is able to be purchased.

EXHIBITOR PASS INCLUDES:

- Thursday pass: access to Welcome Address and Welcome Reception *Includes drinks package*
- Morning tea, lunch and afternoon tea catering for the selected day

Ready to be part of RDAQ 2024?

Visit conference.rdaq.com.au

RDAQ is happy to tailor a package to meet your business needs and budget. If you have a unique idea or concept to enhance your participation at RDAQ 2024, please contact the Conference Manager:

Vaidah Chomuzinda

RDAQ 2024 Conference Manager

Phone: 07 3105 7838

Email: conference@rdaq.com.au

RDAQ  Rural Doctors
Association of
Queensland