



7th Health Services & Policy Research Conference
5-7 December 2011
Adelaide Hilton, South Australia

SPONSORSHIP PROSPECTUS

**HEALTH
SERVICES
RESEARCH
ASSOCIATION
AU.NZ**



Conference Description

Dates	Monday 5 December to Wednesday 7 December 2011
Venue	Adelaide Hilton, 233 Victoria Square, Adelaide, South Australia
Conference Organisers	The Health Services Research Association of Australia and New Zealand
Conference Web-site	http://www.healthservicesconference.com.au/
Conference Program	The Program will feature keynote presentations by international and national speakers, concurrent and poster sessions.
Organising Committee	Dr Clive Aspin, University of Sydney Adam Elshaug, University of Adelaide Sarah Green, HSRAANZ David Greenfield, University of New South Wales Jonathan Karnon, University of Adelaide Christine Lu, University of New South Wales Karen Luxford, Clinical Excellence Commission Janet McDonald, Victoria University of Wellington Kim O'Donnell, Flinders University Heather Petty, Department of Health, South Australia Julie Ratcliffe, Flinders University Libby Roughead, University of South Australia Esther Willing, University of Auckland Cameron Willis, University of Adelaide
Conference Manager	Plevin and Associates Pty Ltd PO Box 54 Burnside SA 5066 Tel (08) 8379 8222 hsraanz2011@plevin.com.au
Attendance*	It is anticipated approximately 250+ delegates will attend.

*Refer to Terms and Conditions



SESSION AND KEYNOTE SPEAKER SPONSOR

\$15,000 to \$25,000 (plus GST)

Sponsorship of a conference session or keynote speaker will align your organisation to the presentation content and provide a high level of exposure.

Corporate Recognition:

- Named and promoted as a *Speaker and/or Session Sponsor* with acknowledgement:
 - on a PowerPoint slide to be shown at the introduction to all plenary sessions
 - by the Conference Convenors at the opening and closing of the Conference
 - in the Call for Papers, Registration Announcement and Final Program
 - in the Conference Handbook including a full page advertisement, and on Conference website
- Vocal recognition of sponsorship, and logo prominently displayed at the commencement and conclusion of the sponsored session
- Logo on banner in plenary hall
- Inclusion of corporate logo on all Conference promotional material
- Distribution of promotional material during the Conference
- One full delegate registration including conference dinner.

GOLD SPONSOR [exclusive]

\$12,000 (plus GST)

A conference bag will be distributed to all delegates upon registration. These are used by delegates throughout the Conference as well as after the event giving your organisation long term exposure and return on your investment.

Corporate Recognition:

- Named and promoted as a *Gold Sponsor* with acknowledgement:
 - on a PowerPoint slide to be shown at the introduction to all plenary sessions
 - by the Conference Convenors at the opening and closing of the Conference
 - in the Call for Papers, Registration Announcement and Final Program
 - in the Conference Handbook including a full page advertisement, and on Conference website
- Sponsorship of the Conference bag
- Logo on banner in plenary hall
- Inclusion of corporate logo on all Conference promotional material
- Distribution of promotional material during the Conference
- One full delegate registration including conference dinner.



SILVER SPONSOR

\$9,000 (plus GST)

Corporate Recognition:

- Named and promoted as a *Silver Sponsor* with acknowledgement:
 - on a PowerPoint slide to be shown at the introduction to all plenary sessions
 - by the Conference Convenors at the opening and closing of the Conference
 - in the Call for Papers, Registration Announcement and Final Program
 - in the Conference Handbook including a half page advertisement
- Corporate logo and recognition in the Registration Announcement, Final Program and Conference Handbook Acknowledgement and link on the Conference web site
- One conference bag inclusion

BRONZE SPONSOR

\$6000 (plus GST)

An opportunity for exclusive recognition through sponsorship of one key element of the Conference; the **Welcome Reception**, **Conference Dinner**, or **Conference Barista**.

Welcome Reception Monday 5 December 2011

Adelaide Hilton (inclusive in the delegate registration fee)

Corporate Recognition:

- The Reception will be promoted within the official Program as being sponsored by your organisation
- A Reception invitation in the name of your organisation will be issued to all delegates attending
- The ability to promote your organisation at the Reception by any means of your choice and at your expense (subject to the approval of the Organising committee)
- Corporate logo and recognition in the Registration Announcement, Final Program and Conference Handbook
- One conference bag inclusion

Conference Dinner Tuesday 6 December 2011

National Wine Centre (optional delegate activity)

Corporate Recognition:

- The Dinner will be promoted within the official Program as being sponsored by your organisation
- A Dinner invitation in the name of your organisation will be issued to all delegates attending
- The ability to promote your organisation at the Dinner by any means of your choice and at your expense (subject to the approval of the Organising committee)
- Corporate logo and recognition in the Registration Announcement, Final Program and Conference Handbook
- Acknowledgement and link on the Conference web site
- One conference bag inclusion



Conference Barista.

The Conference Barista is certain to be a popular facility. The barista will provide computers with internet access. The Café will be co-located with the trade exhibition and posters in the catering area.

Corporate Recognition:

- Prominent on-site signage
- Sponsor identity on all cups
- Space to display a self-standing banner
- Corporate logo and recognition in the Registration Announcement, Final Program and Conference Handbook
- Acknowledgement and link on the Conference web site
- One conference bag inclusion

OTHER SPONSORSHIP OPPORTUNITIES

LANYARD SPONSOR (exclusive)

\$2000 (plus GST) – Conference will supply lanyards

Corporate Recognition:

- Exclusive sponsorship of the Conference lanyard
- Logo (one colour) prominently displayed on the lanyard
- Acknowledgement as a sponsor in the Conference Handbook
- Acknowledgement on the Conference web site
- One conference bag inclusion

Student, Emerging Researchers' and Indigenous Researchers' SCHOLARSHIPS

\$1000 each (plus GST)

- Company or organisation logo on conference website and hyperlink to website of sponsor organisation.
- Provides a contribution towards registration, travel and accommodation costs of students/emerging researchers/indigenous researchers presenting at the conference who might otherwise not be able to attend the conference.
- Conference organising committee to determine eligibility.

SKILLS/METHODS WORKSHOPS

There is opportunity to sponsor pre-or post-conference skills/methods workshops. The organising committee is open to suggestions regarding content and speakers for such workshops.

The HSRAANZ Professional Award \$3,000-\$5,000 (plus GST)

New this year is the opportunity to sponsor this new award to be presented at the conference. The award will be offered biennially to an individual who has made an outstanding contribution to the development of health services research in Australia or New Zealand. In addition to conducting their own research, the individual will have fostered others through activities such as mentoring or creating a supportive research environment.

- Award named after the sponsoring organisation
- Company or organisation logo on conference website and hyperlink to website of sponsor organisation.



ADVERTISING IN FINAL PROGRAM [format of program to be advised]

Full-Page Final Program Advertisement (black and white)

\$600 (plus GST)

Half-Page Final Program Advertisement (black and white)

\$300 (plus GST)

CONFERENCE SUPPORTER

\$500 (plus GST)

Opportunity to provide promotional items for distribution to all delegates

Minimum of 350 items plus \$500. For example, pens, writing pads, mouse pads, novelty items.

- Recognition in the Conference Program and other documents

INFORM DELEGATES

Conference bag Inserts

\$500 (plus GST)

- One conference bag inclusion

Brochure Display

\$300 (plus GST)

- One item for inclusion in a brochure display located prominently in the registration area.



SPONSORSHIP APPLICATION

ORGANISATION: _____

ADDRESS: _____

ADDRESS: _____

CONTACT PERSON: _____

POSITION: _____

TELEPHONE: _____

FAX: _____

EMAIL: _____

I/We would like to apply for the following sponsorship package(s). All prices exclude GST.

- Plenary and Keynote Speaker negotiable \$15000-\$25000
- Gold Sponsor \$12000
- Silver \$9000
- Bronze -Welcome Reception \$6000
- Bronze – Conference Dinner \$6000
- Bronze – Barista \$6000
- HSRAANZ Professional Award \$3,000-\$5,000
- Lanyard \$2000
- Scholarship \$1000
- Advertising full page \$600
- Advertising half page \$300
- Conference Supporter \$500
- Satchel inserts \$500
- Brochure display \$300
- Skills Methods Workshop

Signed _____
(For and on behalf of the sponsor listed above)

Date:

Cheques payable to *HSRAANZ Conference 2011*

Return to: *Plevin and Associates Pty Ltd PO Box 54 BURNSIDE South Australia 5066 Fax +61 8 8379 8177 Tel +61 8 8379 8222*



APPLICATION PROCEDURES

To apply for a sponsorship package or trade booth, please complete and return the form at the rear of this Prospectus. You will receive a Tax Invoice and a 50% deposit will be required to secure your package. The balance is payable by 31 July 2011. Alternatively, full payment can be made with the Application Form – a Tax Receipt will be provided. In the event you cancel your package, the organiser reserves the right to retain deposit monies received unless that particular package is resold. No refunds for cancellations will be made after 1 August 2011.

TERMS AND CONDITIONS

Attendance

The organisers make no warranty as to the number of delegates and/or visitors that may attend the exhibition and/or associated Conference.

Provision of Delegates details

The provision of delegate contact details as specified in individual packages is subject to the provisions of the Privacy Act 2001. The Privacy Act 2001 provides that before name and address details can be published in the list of Conference delegates for distribution to fellow delegates or any other party, delegates must give consent. When a delegate list is supplied to the sponsor, you are reminded to use it in accordance with the Australian Spam Act, the various Australian Privacy Acts and by following business best practices for information management.

Public and Product Liability Insurance

Australian regulations require all exhibitors to have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of A\$10,000,000 or above. This refers to damage or injury caused to third parties / visitors on or in the vicinity of an exhibition stand. Exhibitors are required to submit their Public Liability Insurance Certificate along with their booking form, 99% of companies already have adequate cover. To assist you in locating your certificate within your organisation - it can often be found with the accounts / finance departments and is also often referred to as 'Broadform'.

Corporate Recognition

Inclusion of corporate logos or recognition in printed material is subject to meeting publication deadlines.